

**STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT**

IN THE MATTER OF:

Asset Management Alliance, LLC. and its) **File No. 1000281**
managers, members, agents, employees,)
affiliates, successors and assigns.)

NOTICE OF HEARING

TO THE RESPONDENTS: Asset Management Alliance, LLC
8849 S. Utica Ave.
Evergreen Park, IL 60805

Asset Management Alliance, LLC
c/o Spiegel & Utrera, P.A.
REGISTERED AGENT
123 W. Madison St., Ste. 806
Chicago, IL 60602

You are hereby notified that pursuant to Section 11.E and 11.F of The Illinois Securities Law of 1953, as amended, Ch. 815 ILCS 5/1, *et seq.* (the "Act") and 14 Ill. Adm. Code 130, Subpart K, a public hearing will be held at 69 West Washington Street, Suite 1220, Chicago, Illinois 60602, on the 28th day of September 2010, at the hour of 10:00 a.m., or as soon thereafter as counsel may be heard, before James L. Kopecky, or another duly designated Hearing Officer of the Secretary of State.

Said hearing will be held pursuant to Section 11 of the Act to determine whether a permanent **Order** shall be entered against Asset Management Associates, LLC, its agents, managers, employees, members, sales representatives, and affiliates, successors and assigns, that **Prohibits** them from offering or selling, or dealing in securities ("Respondents"), and/or granting such other relief as may be authorized under the Act including, but not limited to, censure and the imposition of a monetary fine in the maximum amount of \$10,000 per violation, payable within ten (10) business days of the entry of the Order.

The grounds for such proposed action are as follows:

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1. Respondents Asset Management Alliance has a last known address of 8849 S. Utica Ave., Evergreen Park, IL 60805.
2. In about June 2010, Respondents took out an Ad in the *Chicago Tribune (Tribune)*, dated Monday, June 21, 2010. The Ad stated: "CD Special 2.66% CDs are FDIC insured . . . Asset Management Alliance, LLC"; and stated, "Promotional incentive may be included to obtain yield."
3. On about June 21, 2010, at least one Illinois resident saw the Ad and such resident called Respondents at the telephone number provided in the Ad, and asked Respondents about the rates and inquired as to what sort of firm Asset Management Alliance was.
4. Respondents told the Illinois resident that Asset Management Alliance was not a bank, but rather an intermediary for banks, selling FDIC insured Certificates of Deposit, and repeated the offer of CDs at 2.66% that appeared in the *Tribune* that day.
5. The activities described at paragraphs two (2) through four (4) constitute the "offer" of an "investment contract" and therefore a "security" as those terms are defined at Sections 2.1 and 2.5a of the Act.
6. Section 5 of the Act provides, *inter alia*, that all securities except those exempt under Section 3 or those offered or sold in transactions exempt under Section 4 "shall be registered either by coordination or qualification prior . . . to their offer or sale" in the State of Illinois.
7. Respondents failed to file with the Secretary of State an application for registration of the securities described above as required by the Act and, as a result, the securities were not registered pursuant to Section 5 of the Act prior to their offer or sale in the State of Illinois.
8. Section 12.A of the Act provides that it shall be a violation for any person to offer or sell any security except in accordance with the provisions of the Act.
9. Section 12.D of the Act provides, *inter alia*, that it shall be a violation for any person to fail to file with the Secretary of State any application, report or document required to be filed under the provisions of the Act or any rule or regulation made by the Secretary of State pursuant to the Act.
10. By virtue of the foregoing, Respondents Asset Management Alliance violated Sections 12.A and 12.D of the Act.
11. The activities described at paragraphs two (2) through five (4) constitute the activities of a "dealer" as that term is defined at Section 2.7 of the Act.
12. Respondents failed to file with the Secretary of State an application for Asset Management Alliance for registration as a dealer as required by the Act and, as a result,

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Asset Management Alliance was not registered pursuant to Section 8 of the Act prior to acting as a dealer in the State of Illinois.

13. By virtue of the foregoing, Respondents Asset Management Alliance violated Sections 12.A and 12.D of the Act.
14. Section 11.E(2) of the Act provides, *inter alia*, that if the Secretary of State shall finds that any person has violated Section 12.D of the Act, the Secretary of State may by written order permanently prohibit the person from offering or selling any securities in this State.
15. Section 11.E(3) the Act provides, *inter alia*, that the Secretary of State if the Secretary of State shall finds that any person has engaged in the business of selling or offering for sale securities as a dealer, the Secretary of State may by written order permanently prohibit the person from engaging of the business of selling or offering for sale securities.

You are further notified that you are required pursuant to Section 130.1104 of the Rules and Regulations (14 Ill. Adm. Code 130) (the "Rules"), to file an answer to the allegations outlined above within thirty (30) days of the receipt of this notice. A failure to file an answer within the prescribed time shall be construed as an admission of the allegations contained in the Notice of Hearing.

Furthermore, you may be represented by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to so appear shall constitute default; unless any Respondent has upon due notice moved for and obtained a continuance.

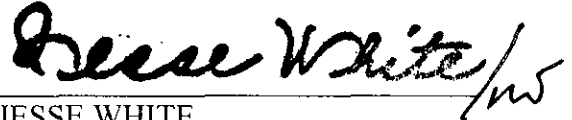
A copy of the Rules, promulgated under the Act and pertaining to hearings held by the Office of the Secretary of State, Securities Department, and are on the following web site: <http://www.cyberdriveillinois.com/departments/securities/lawrules.html>.

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Delivery of notice to the designated representative of any Respondent constitutes service upon such Respondent.

Dated this 12th day of August 2010.

A handwritten signature in black ink that reads "Jesse White" followed by a stylized flourish or initials.

JESSE WHITE
Secretary of State
State of Illinois

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